


Guidelines for Authors – 5th International Conference on Transformational Impact of AI on Business Competitiveness

 **Date:** April 14-15, 2025 (Hybrid Mode)

 **Venue:** ITM University, Gwalior

1. Paper Submission Guidelines

1. **Originality:** Submissions must be original, unpublished, and not under review elsewhere.
2. **Theme Alignment:** Papers should align with the conference **themes**, including:
 - AI-Driven Business Strategies (corporate strategy, automation, business intelligence).
 - AI in Marketing (predictive marketing, customer insights, product development).
 - AI in Finance (financial risk management, algo-trading, credit scoring).
 - AI in Human Resources (workplace transformation, AI applications).
 - AI in Operations (supply chain, logistics, decision support systems).
3. **Plagiarism Check:** Similarity index should not exceed **10%** (excluding references).
4. **Authorship:** All listed authors should have contributed significantly to the research.

2. Manuscript Formatting

1. **Language:** English (consistent US/UK usage).
2. **Format & Submission:** Papers must be submitted in **Microsoft Word (.docx)** format.
3. **Length:**
 - Full Paper: **6,000–8,000 words** (including references, tables, figures).
 - Extended Abstract: **800–1,000 words** (for work-in-progress submissions).
4. **Structure:**
 - **Title Page:** Title, Author(s) Name, Affiliation, Email, Corresponding Author Details.
 - **Abstract:** Maximum **250 words** summarizing objectives, methodology, findings.
 - **Keywords:** 4-6 keywords relevant to the study.
 - **Main Sections:** Introduction, Literature Review, Methodology, Findings, Discussion, Conclusion, References.
 - **Font & Spacing:** Times New Roman, **12 pt, 1.5 spacing, 1-inch margins**.
5. **Figures & Tables:** Numbered sequentially (Table 1, Figure 1), with clear captions.
6. **Referencing Style:** **APA 7th Edition** format.

3. Submission & Review Process

1. **Submission Portal:** Papers should be submitted via somic@itmunity.ac.in or <https://itmunity.ac.in/academics/ic-conf-som>
2. **Deadlines:**
 - **Abstract Submission Deadline:** March 10, 2025
 - **Full Paper Submission Deadline:** March 30, 2025
 - **Acceptance Notification:** April 5, 2025
 - **Camera-Ready Submission & Registration Deadline:** April 10, 2025
3. **Peer Review:**
 - All papers will undergo **double-blind peer review**.
 - Revisions must be made as per reviewer feedback before final acceptance.
4. **Acceptance Notification:** Authors will be notified by April 5, 2025.

4. Conference Presentation & Publication

1. **Presentation Mode:** Hybrid (Physical & Virtual). At least one author must register and present the paper.
2. **Publication Opportunities**

Selected full research papers will undergo a double-blind peer review process and, upon acceptance, will be considered for publication in reputed journals and edited books with ISSN/ISBN numbers. These publications will further be submitted for indexing in Scopus, Web of Science (WoS), and other recognized platforms. The edited books include "Sustainable Finance and ESG Investing: Integrating & Performance" (Routledge, Taylor & Francis) and "Harnessing AI and Predictive Analytics for Competitive Decision Making" (IGI Global). Additionally, accepted papers may be published in journals, including the International Journal of Management and Cross-Cultural Research (ISSN 2320-6152, Print) and the Indian Journal of Marketing Research (ISSN 2394-2843, Online), ensuring high-quality academic contributions and broader scholarly recognition.
3. **Best Paper Awards:** Based on originality, research contribution, and presentation.

5. Ethical Considerations

1. **Conflict of Interest:** Must be disclosed in the manuscript.
2. **AI Use Policy:** AI-generated content must be explicitly acknowledged.
3. **Data Integrity:** Authors must provide supporting data upon request.

◆ For Queries & Submission:

✉ Email: somic@itmunity.ac.in

🌐 Website: <https://itmunity.ac.in/academics/ic-conf-som>

Organized by: School of Management, ITM University, Gwalior